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S GUPTA - National Tax Journal, 1996 - ntj.tax.org

... 1980; Navarro, 1988a).10 Along the same lines, firms in industries with a high **level** of contact ... to pledge a certain percentage of its net income (typically, two to five percent) to **charity**. Though **membership** is not mandatory in order to do business in cities with tithing clubs, firms ...

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RW Mack - Journal article by Rhonda Walker Mack; Journal of ..., 1999 - questia.com

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K Parker - European Journal of Marketing, 1991 - emeraldinsight.com

... European Journal of Marketing 25,11 24 Table I. Image of **Sponsorship Charity**/ Radio/TV conservation Sport Arts programmes Excellent 32 30 25 10 Very ... Logically, the opportunity to communicate with a person through **sponsorship** increases with his/her **level** of interest in ...

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... i, Ri is the total **level** of **membership** sup- port for the public radio station agent i listens to, G- is the total **level** of support from all sources other than station members for the public radio station agent i listens to, PRICE, is the price of a contribution by agent i to **charity**, EDUCTN, is ...

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T Meenaghan - Perspectives on marketing management in ..., 1994 - books.google.com

... must not be confused with other forms of corporate giving such as patronage or **charity** where the ... through association or "rub-off" effect is a central criterion in **sponsorship** selection. At the corporate **level**, Gillette, a very American company, through its involvement with cricket, a ...

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... or in kind fee paid to a property (typically a sports, entertainment, **non-profit** event or ... to charitable organizations and events, environmental and community initiatives, music events and **charity** sports events. ... to drive the target market to a website with club **membership** and online ...

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... Their political vision was supported by actions at an official **level** that convinced the private ... for profit but providing financial **sponsorship** of specialist schools and Academies on a **non-profit** basis. Business **sponsorship** entails putting money into the school system, not taking it out ...

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RL Irwin, T Lachowetz, TB Cornwell... - Sport Marketing ..., 2003 - corioleo.free.fr

... ship, one that links a sports event, corporate sponsor, and benefiting **charity** in a single event, specific ... related marketing in general, and in some instances specifically related to the FedEx **sponsorship** of the professional golf event associated with the **non-profit** organization, St ...

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... the public in a favorable manner, nonprofits are motivated to enter into **sponsorship** agreements to ... **profit's** reputation is damaged, its ability to acquire funds can be weakened. ... Joint venturing nonprofits, therefore, may risk losing support of some of its **membership** and being ...

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